



GORDIE CENTER

FOR SUBSTANCE ABUSE PREVENTION

ISSUE 7.1 · FALL 2016

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WELCOME

Dear Friends,

We hope you enjoy reading about the exciting changes at the Gordie Center and how we continue to make a positive impact on high schools and college campuses around the country, including our home, at the University of Virginia (UVA).

In December, we wished Gordie's Call Coordinator **Deirdre Feeney** the best of luck as she pursued a new opportunity at the University of North Carolina, Charlotte and welcomed **Jill (Ingram) Maurer** to the new role of National Development & Program Coordinator for the Gordie Center. As an undergraduate at UVA, Jill founded the Alcohol and Drug Abuse Prevention Team (ADAPT) peer education group and she's excited to see how the group has grown.

This summer we welcomed UVA undergraduate student **Sarah Sheffield** and UVA graduate assistants **Elizabeth Hinson** and **Katie Labgold**. Elizabeth is pursuing a Master's of Education degree in Higher Education Administration while Katie is earning her Master's of Public Health. Sarah



Gordie Center staff members Holly Deering, Debra Reed, Jill Maurer, Katie Labgold, Susie Bruce, Sarah Sheffield and Elizabeth Hinson

is a third-year student pursuing a Bachelor's degree in English and a Master's of Teaching degree in secondary education and special education while also serving as the ADAPT co-chair.

With sadness, we share that Gordie's father, **Lynn Gordon Bailey, Sr.**, passed away earlier this year; please see our remembrance on page 6. We are so grateful for **Leslie and Michael Lanahan's** continued support of our work and are humbled by the outpouring of support during GivingToHoosDay (see page 5). We could not advance our mission

of ending hazing and hazardous drinking without you! We become even more committed to our work each time we show *HAZE* to a student audience and see how strongly they are motivated to prevent another tragedy.

In appreciation,

Susan Bruce
*Director, Gordie Center for
Substance Abuse Prevention*

BY THE NUMBERS

DONOR IMPACT IN 2015-2016

\$28,044.69 in donations to the Gordie Center were given on **GivingToHoosDay**

\$50,640.69 in total donations to the Gordie Center

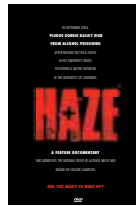
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copies of *HAZE* donated to schools as a result of donor gifts

Twelve in-person outreach visits by Gordie Center staff

PRODUCTS & SALES

75,400



Over **603** schools show *HAZE*



Over **1 million** students nationally have seen *HAZE*

Our **BEST** Seller!

GORDIEcheck BAC Cards

12,523 GORDIEmagnets

1,535 GORDIEposters

SOCIAL MEDIA

Over **3,000** people receive the Gordie Center's monthly e-newsletter



45,158 people reached by Gordie Center Facebook posts since December 2015

Over **2,400** Social Media Followers



THANK YOU!

Your Support Makes a Difference

The Gordie Center for Substance Abuse Prevention at the University of Virginia honors the memory of Lynn Gordon “Gordie” Bailey, Jr., who died of an alcohol overdose at the University of Colorado, Boulder after a fraternity initiation/hazing event. Gordie’s mother and stepfather, Leslie and Michael Lanahan, created the Gordie Foundation and merged with the University of Virginia’s prevention efforts in 2010. The Gordie Center is committed to ensuring that Gordie’s story continues to impact students by challenging attitudes about the true risks of hazing and alcohol abuse. **The support of our donors is crucial to our mission—thank you for your generosity!**

\$15,000+

Leslie and Michael Lanahan

\$5,000-\$14,999

Deborah Dunklin Tipton Foundation,
Deborah Tipton

\$1,000-\$4,999

Chi Psi, Alpha Omicron Chapter,
University of Virginia

Community Fund of Louisville,
Joanna and Stuart Brown ✨

Anne Curtin ✨

The DeNunzio Foundation,
Ralph DeNunzio

Michael Ewing

Lyn and Peter Feldman

Jenifer and Peter Flynn ✨

Luann Hicks ✨

JHW Foundation,
Roz and Johnny Watkins ✨

JTK Foundation, Jayne Keith

The Kremer Foundation,
Bonnie and Peter Kremer

Adrian and Bill Norris
Partnership Foundation, Jay Wagley

\$500-\$999

Claire and Lynn Bailey

Barry Berlin ✨

Bronxville High School
Parent Teacher Association

Neil Choudary

Andi and Chris Davis ✨

Ella Mae and Oscar Decker

Bobbie and Charlie Denison

Leslie and Wicky el-Effendi

Fidelity Charitable Gift Fund,
Vallar Family ✨

Darby Fox ✨

Ann and Jeffrey Gonya

Cynthia and Wayne Griffin

Linda and Vernon Ingram ✨

Kacie and Michael Kendall

Sandy and Whitson Lowe

Pittsburgh Foundation, Kitty Hillman

Julie and Brian Simmons ✨

Renee Skeels ✨

Gail and Jack Thornton

Curt Viebranz ✨

J.W. and J.J. Welch

\$250-\$499

Bridget Bohacz

CBRE, Kacie and Michael Kendall ✨

Sharon and Richard Cholakian

Judy and Jamie Clement

Thomas DeNunzio

Martha Dippell and Daniel Korengold

Barbara and Jim Mauro ✨

Lorraine and Dan Moriarty

Schwab Charitable Fund, Margaret
Youngblood and Peter Allen ✨

Mikki and Adam Salzberg ✨

\$1-\$249

Anonymous (3)

Anonymous ✨

Patricia and John Adams

Jonathan Albert

Suzy Allan

John Armstrong ✨

Don Arnwine

Dana Bachtell and Michael Lustig ✨

Tom Bannard ✨

Erin Barnes ✨

Madi and Ed Bass ✨

Melissa Bitalvo ✨

Kristen Blair ✨

John Bolcato

Mary and George Bowles

Susie Bruce ✨

Corbin and Jason Campbell ✨

Virginia Carter ✨

Hannah Christian ✨

James Clark ✨

Laura Clark ✨

Karen Combs ✨

Mary Drozdal ✨

Leslie and John Evett ✨

Libby Firer ✨

Sheri and David Fleishman ✨

George T. Garrett, Jr.

Vilia and Jack Gilles ✨

Elizabeth Gioia ✨

Kevin Graney ✨

Ann Lawrence Grasty ✨

Allen Groves ✨

Page and Jeffrey Growney ✨

Gretchen Hall ✨

Marianne and Lee Hark ✨

Roth Herrlinger ✨

David Hillman ✨

Alison and Joel Houser ✨

Kent Kahle ✨

Mariam Kaldas ✨

Serena Keith ✨

Susie King

Lauren and Jeff Kozak ✨

Allison Kruszewski ✨

Katherine LaBarre ✨

Jaynette Landis

Ed Lyons ✨

Mary and Stephen Malkmus

Laura Martin ✨

Jill and Dan Maurer ✨

Holly and William Morris ✨

Nancy Nash

Peter Neville

Lara Nosseir ✨
 Jean and Dan Olszak ✨
 Christa Poindexter ✨
 Brooks Powell
 Paul Rogers
 Shannon Schellenberg ✨
 Ellie Sharp and Shawn Brydge ✨
 Laura Silverman ✨
 Tara Telfair ✨
 Nicole Thomas and Dillon Kuhn ✨
 Geneva Thornton
 Lauren Velardi ✨
 Rebecca Visconti ✨
 Gay and Jay Weake
 Nakisha Winston ✨
 Nancy Winton
 Lisa Zilka and Eddie Campbell ✨



Deirdre Feeney, Susie Bruce, Leslie and Michael Lanahan

Leslie and Michael Lanahan, Gordie’s mother and stepfather, visited the Gordie Center in the fall of 2015, and attended a UVA football game with Gordie Center director Susie Bruce and former Gordie staff member Deirdre Feeney. In July 2016, Gordie staff member Jill Maurer had the pleasure of meeting with Michael in their hometown of Dallas, TX. The Lanahans continue to support their son’s lifesaving call-to-action, the Gordie Center, and our staff. We are tremendously grateful.



Lynn Gordon "Gordie" Bailey, Jr.

“What a powerful movie! We are so glad you were able to introduce [HAZE] and lead a discussion with our students.”

—Diana von Albade, Bronxville High School PTA

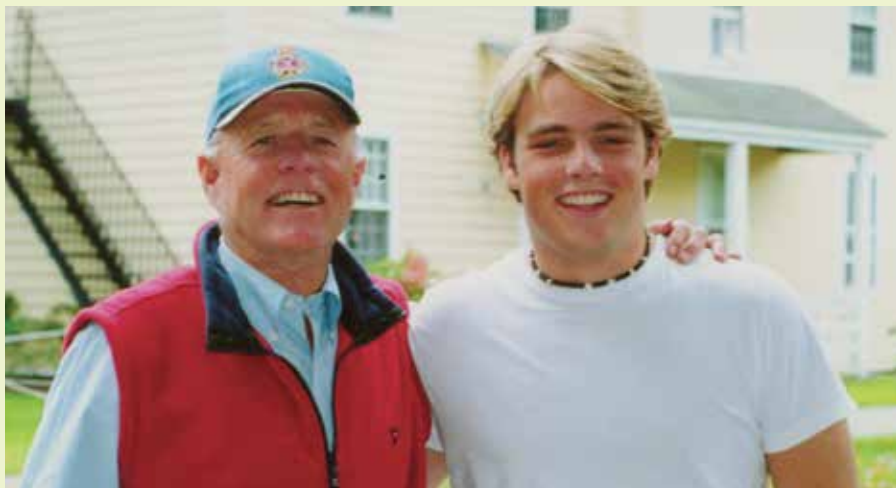


UVA'S GIVINGTOHOOSDAY

A huge thank you to the **70 donors** (designated by ✨) who gave over **\$28,000** to the Gordie Center on GivingToHoosDay! Initiatives made possible through your generosity include gifting *HAZE* to 3 schools, a trip to NY to present *HAZE* at Bronxville High School, the creation of student-athlete GORDIEcheck BAC cards, and expanded outreach nationwide. Thank you!

**GIVING
 TO HOOS DAY**
 4.12.16

HONORING GORDIE



Lynn and Gordie

Remembering Lynn Gordon Bailey, Sr.

Our thoughts are with the Bailey, Kendall, and Lanahan families and friends as they grieve the loss of Gordie's father, **Lynn Gordon Bailey, Sr.** who passed away on May 30, 2016. As Lynn's widow, Claire, so eloquently stated, "Both Lynn Gordon Baileys will now be reunited." Lynn was immensely proud of Gordie, and he and Claire were regular fixtures at Gordie's Deerfield Academy football games. Lynn was an avid outdoorsman, and shared that passion with his son through many skiing and hiking adventures together. View Lynn's obituary at <http://wgoe.gl/rGg7cl> to learn more about his life and legacy.

*"Thankful for friends who are aware and **save lives!**"*

—Gordie Center Facebook follower



UVA Chi Psi brothers and tournament participants



Volleyball with a Cause

The Omicron alpha of Chi Psi (UVA chapter) held a "Sets on the Beach" volleyball tournament to benefit the Gordie Center in November 2015. 72 participants made up 12 teams, and the event **raised \$1,366 for the Gordie Center.**

Will Bachmann, current alpha president, said of the fundraiser, "The Omicron alpha of Chi Psi decided to support the Gordie Center because it is headquartered at UVA and Gordie Bailey was a Chi Psi at the University of Colorado. We understand the long-term effects that alcohol and substance abuse can have on students and their loved ones even after graduation. As a social fraternity, we wanted to send the message that the college experience doesn't have to involve the glorified binge drinking and drug use commonly seen in movies and on the internet. Having our philanthropy benefit the Gordie Center for Substance Abuse Prevention allowed us to **honor our school and our Brother while raising awareness of a pertinent issue for colleges across the nation.**"



Inaugural "Sets on the Beach" volleyball tournament

STEP UP!

Training Makes a Difference

Step UP! is a national bystander intervention training program developed by the **University of Arizona** in collaboration with the National Collegiate Athletics Association (NCAA), the **BACCHUS Initiatives of NASPA** and the **Gordie Center**.

The goals of Step UP! are to:

- *Raise awareness of helping behaviors*
- *Increase motivation to help*
- *Develop skills and confidence when responding to problems or concerns*
- *Ensure the safety and well-being of self and others*

The NCAA sponsors a biennial Step UP! Facilitator Training which was hosted this May by the **University of California, Irvine**. Representatives from 74 campuses and organizations attended the training. The NCAA sponsored 40 member institutions by providing travel and lodging expenses for a team of two staff members—one from athletics and one from student affairs. Nineteen of these schools also received sponsorship to bring a student participant. Susie Bruce serves on the Step UP! Executive Board and helped plan and facilitate the conference.

The following campuses and organizations attended the 2016 training:

Abilene Christian University
Adams State University
Armstrong State University
California State University, Bakersfield
California State University, Fresno
Calvin College
Campbell University
Carnegie Mellon University
Carson-Newman University
Cheyney University
Choctaw Nation of Oklahoma
Christopher Newport University
Clarion University
Coker College
Colorado State University, Pueblo
Delta Tau Delta Fraternity
Denison University
Earlham College
Eastern Connecticut State University
Edinboro University
Franklin College
Grinnell College
Gustavus Adolphus College
Harris-Stowe State University
Hope College
Indiana University East
James Madison University
Lake Forest College
Leeds Beckett University
MacMurray College
Maryville College
Michigan Technological University
Minot State University
Montana State University, Billings
Morrisville State University
Mount St. Joseph University
North Carolina State University
Nova Southeastern University
Pace University



Doug Everhart, Step UP! Executive Board member and UC-Irvine host, Mary Wilfert, Associate Director, Prevention and Health Promotion, NCAA Sport Science Institute, Susie Bruce, Step UP! Executive Board member and Gordie Center Director.

Palm Beach Atlantic University
Penn State Harrisburg
Providence College
Saint Michael's College
Springfield College
St. Edwards University
St. Francis College, Brooklyn
Stanford University
Stephen F. Austin State University
The Citadel
Thomas College
Transylvania University
Tufts University
University of Akron
University of Arizona
University of California, Irvine
University of Iowa
University of Maine at Farmington
University of Maryland
University of Massachusetts, Lowell
University of Michigan
University of Missouri
University of Missouri, St Louis
University of North Carolina, Charlotte
University of North Carolina, Greensboro
University of North Carolina, Wilmington
University of San Diego
University of Southern California
University of Virginia
University of Washington, Bothell
University of Wyoming
Virginia Military Institute
Wayne State University
Wisconsin-LaCrosse University
Wittenberg University



“I appreciate your commitment to empowering individuals to ‘do something!’”

—Step UP! Conference attendee

GORDIE'S CALL

Sharing Gordie's Story

The Gordie's Call National Campaign has a clear call-to-action: prevent tragedy by raising awareness on the signs of alcohol overdose and hazing. In support of that call-to-action, the Gordie Center identified four key initiatives to further the impact of Gordie's story and raise the profile of Gordie's Call nationwide:

- **Update the HAZE documentary and facilitator's guide** to incorporate more recent information on hazing and alcohol overdose, ensuring the documentary remains a relevant tool.
- **Develop a Gordie's Call resource package** that can be sent free-of-charge to schools and institutions nationwide to introduce Gordie's message to schools that may not be aware of the Gordie Center.
- **Create a student-athlete specific GORDIEcheck BAC card** with information about the adverse effects of alcohol on athletic performance.
- **Perform in-person outreach** to communities, schools, and institutions nationwide to increase visibility of Gordie's lifesaving call-to-action.

Thanks to the generous support of our donors on GivingToHoosDay, the Gordie Center has already implemented two of these key initiatives! Read on to learn more about our **increased in-person national outreach**, and see our **new Student-Athlete BAC Card** on page 12!

Gordie Center National Outreach

- We provided six presentations at **St. Anne's-Belfield School** in Charlottesville, VA. Following *HAZE*, Susie facilitated a parent session while our Alcohol & Drug Abuse Prevention Team (ADAPT) peer educators met with students. ADAPT also gave three repeating presentations on alcohol, and a member of our Hoos in Recovery student group spoke about addiction and recovery.
- Jill presented an educational session on *HAZE* for peer educators attending the **Spring Region III BACCHUS/VA ABC College Tour Conference**.
- Jill traveled to NY to facilitate *HAZE* for the senior class of Bronxville High School.
- Susie facilitated *HAZE* at both **APPLE Conferences** in Charlottesville and Grapevine, TX, with the help of Marissa Kuo, an ADAPT peer educator.
- Jill traveled to the following schools and organizations to introduce them to Gordie's lifesaving message and Gordie Center educational materials:

A Chance to Change (OK)
Army Substance Abuse Program, Fort Sill (OK)
Bishop McGuinness Catholic High School (OK)
Cameron University (OK)
Iona College (NY)
Manhattanville College (NY)
Midwestern State University (TX)
State University of New York—Purchase (NY)
University of Oklahoma
University of Science and Arts of Oklahoma



Bronxville High School discussion after *HAZE*

"I would rather be on the safe side and call for help than wait and it be too late."

—Student peer educator after viewing *HAZE* at the BACCHUS conference



New Gordie Website

The Gordie Center unveiled a **new website** in June, merging our national campaign with our UVA efforts to create a **clearer vision of our services** and increase our online presence (a recommendation from our Darden School of Business partnership in 2015). Please visit our new site at **www.gordie.org!**

*“I want to tell you **what an incredible tool HAZE is**. I’ve been using HAZE for years now, and **it really resonates with our students**, which is saying a lot given how cynical kids can be. **It also stands the test of time.**”*

—Elizabeth Day, Greens Farms Academy

E-News

We also began a **monthly Gordie Center e-newsletter** in February, to keep you up-to-date on Gordie Center activities and provide timely information to assist organizations with their prevention and programming efforts. To subscribe, please visit gordie.org and click on **“Join Mailing List.”**



“Loving the monthly newsletters!”

—University administrator

Schools that have purchased HAZE since December 2015:

Brunswick School
 Darien Public Schools
 Earlham College
 Franklin & Marshall College
 Franklin Pierce University
 Greenhill School
 Greens Farms Academy
 Indiana University—
 Purdue University Indianapolis
 Iona College
 Lindenwood University
 Nolan Catholic High School
 Pepperdine University
 Princeton University
 San Rafael City Schools
 St. Cloud State University
 The Community Fund of Darien
 The Weber School
 University of Alabama
 University of Louisville
 Valparaiso University
 Wabash College
 Westhill High School
 York High School



Schools that have purchased GORDIEcheck BAC Cards, GORDIEposters, GORDIEmagnets, and GORDIEkoozies since December 2015:

Bowdoin College
 Cate School
 Davidson College
 Furman University
 George Mason University
 Greenhill School
 Manchester University
 Morrell Design Company
 Our Place Drug and Alcohol
 Education Services, Inc.
 SafeRides of Weston
 Texas A&M, Corpus Christi
 University of Louisville
 University of North Carolina, Asheville
 University of North Carolina, Charlotte
 University of Virginia's College at Wise
 Virginia Commonwealth University
 Virginia Military Institute
 Wabash College

APPLE

“I think the conference does a really good job of getting the attendees out of their comfort zone and talking about the issues with other people.”

—Student-athlete

Student-Athlete Wellness and Substance Abuse Prevention

The Gordie Center’s APPLE Conferences are the leading national training institutes dedicated to substance abuse prevention and health promotion for student-athletes and athletics department administrators. The National Collegiate Athletics Association (NCAA) has provided significant funding for these annual conferences since 1991. In 2016, we celebrated our silver anniversary and hosted conferences in **Charlottesville, VA** and **Grapevine, TX**. A total of 73 NCAA-member schools attended to learn about best practices for substance abuse prevention within college athletics

and create a customized action plan for campus change.

Bluefield State College
Adams State University
Ball State University
Boston College
Cabrini College
Caldwell University
Campbell University
Chestnut Hill College
Converse College
Earlham College
East Central University
Elizabeth City State University
Elizabethtown College
Fairleigh Dickinson University
Gannon University

George Mason University
Gonzaga University
Henderson State University
Hiram College
Hope College
Indiana University
Indiana University of Pennsylvania
Indiana University—
Purdue University Indianapolis
Iowa State University
James Madison University
Kent State University
Lewis University
Limestone College
Lindenwood University
Loyola University Maryland
Millersville University
New Mexico State University



University of North Carolina, Charlotte APPLE Team

“The best part of this conference every year is the ability of the APPLE Conference staff to empower us as administrators and student-athletes to take back what we learned and put it into action!”

—Athletics Department Administrator

Otterbein University
 Plattsburgh State
 Queens College
 Rollins College
 Saint Francis University
 Saint Louis University
 Salisbury University
 Shippensburg University
 Southern Illinois University
 Southern Methodist University
 Southwestern Oklahoma State University
 St. Cloud State University
 Stony Brook University
 Texas A&M University—
 Corpus Christi
 Texas Women's University

The Ohio State University
 Transylvania University
 University of California,
 Los Angeles
 University of California, Berkeley
 University of Delaware
 University of Illinois at
 Urbana-Champaign
 University of Missouri—
 Kansas City
 University of Mount Olive
 University of North Carolina,
 Charlotte
 University of North Carolina,
 Greensboro
 University of North Texas
 University of Pennsylvania

University of San Francisco
 University of Scranton
 University of Texas at Arlington
 University of the Incarnate Word
 University of Virginia
 University of Virginia's
 College at Wise
 University of Wisconsin—
 Whitewater
 Virginia Military Institute
 Virginia Tech
 Wabash College
 Washington and Lee University
 Westminster College
 Wilson College
 Winthrop University

“Overall, simply providing a weekend to focus on these topics was the best part. It’s something everyone should do annually, however there is a great chance that without this conference we would not have done so, especially so in-depth.”

—Athletics Department Administrator



The 2017 APPLE Conferences
 January 13–15 • Charlottesville, VA
 January 20–22 • Nashville, TN
 September 22–24 • Washington, DC area
 (NCAA Division II only)

appleathletics.org




Top: Saint Francis University APPLE Team; Left: Southern Methodist University APPLE Team; Right: Stony Brook University APPLE Team

NEW PRODUCTS

Student-Athlete BAC Card

Did you know that **drinking after athletic activity decreases vitamin and mineral absorption** needed for muscle repair? Many collegiate student-athletes are unaware of the ways alcohol use can impact performance. To reach out to this health-minded population, the Gordie Center revised the GORDIEcheck BAC card to include **student-athlete specific information** including healthy social norms and how alcohol use before or after activity can have unintended consequences. The student-athlete data was provided by **NCAA Sport Science Institute** staff.

“This grabbed our athletes’ attention—so much practical information specific to them in one card.”

—Linda Hancock, Director of VCU’s Wellness Resource Center



GORDIEcling

The **GORDIEcling vinyl static mirror clings** display the signs of alcohol overdose (PUBS). They are perfect for residence hall bathroom mirrors and personal mirrors, and are available in two sizes (3"x5" and 4"x6") to fit your space. These **clings use no adhesive**, leaving no residue behind! They can be customized to include your institution’s logo—please contact us to learn more!

“The fact that his death could have been prevented will always resonate with me.”

—Student peer educator after viewing HAZE at the BACCHUS conference

IS IT ALCOHOL OVERDOSE?

Remember **PUBS**

- P**uking while passed out
- U**nresponsive to stimulation (pinch or shaking)
- B**reathing (slow, shallow or no breathing)
- S**kin (blue, cold or clammy)

Alcohol overdose can have any of these four PUBS symptoms. If you observe any **ONE** of these signs, call **911** immediately.

While you’re waiting for help to arrive:

If the person has passed out, roll him/her onto left side and prop head up. Stay and monitor closely.

If you are unsure,

The National Poison Control Hotline (**1-800-222-1222**) provides free, expert, confidential advice 24/7/365.

Gordie.org

EDUCATIONAL PARTNERS



The BACCHUS Initiatives of NASPA

supports collegiate peer educators and advisors by empowering students and student affairs administrators to create campus environments which are healthy and safe. naspa.org/constituent-groups/groups/bacchus-initiatives



The Fraternal Health & Safety Initiative

was developed by the James R. Favor & Company in 2013 to address risk management issues impacting the health and safety of participating fraternity members and guests present within the fraternal community. fhsi.jrfco.com



HazingPrevention.Org is a

national organization dedicated to empowering people to prevent hazing, by providing education and resources, and building partnerships with others. Major initiatives of the organization include National Hazing Prevention Week™, the Novak Institute for Hazing Prevention™, and educational courses that touch the lives of thousands of individuals, organizations, campuses and communities. HazingPrevention.org



The Medical Amnesty Initiative

is a non-profit organization dedicated to the introduction, passage, and education of Medical Amnesty legislation throughout the United States. Their goal is to ensure young people are no longer afraid to dial 911 for an individual who desperately needs medical attention. MedicalAmnesty.org

Drug Free Sport

The National Center for Drug Free Sport, Inc.

is devoted to preventing drug abuse in athletics. As the premier provider of drug-use prevention services for athletic organizations, Drug Free Sport provides

strategic alternatives to traditional drug-use prevention programs. Drug Free Sport works exclusively in sports drug testing with unmatched expertise in the field. DrugFreeSport.com



The National Collegiate Athletics Association

is responsible for governing competition in a fair, safe, equitable and sportsmanlike manner and to integrate intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount. The NCAA's Sport Science Institute promotes and develops safety, excellence and wellness in college student-athletes and fosters lifelong physical and mental development. ncaa.org/ssi



Step UP! is a bystander intervention training program, created at the University of Arizona, that educates students to be proactive in helping others.

StepUpProgram.org



Under the leadership of StopHazing, the **Hazing Prevention Consortium (HPC)** is a three year research-to-practice initiative involving eight universities who are working to develop evidence-based hazing prevention strategies. stophazing.org/research/consortium-project

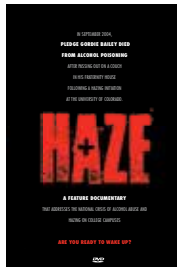


Transforming Youth Recovery

is a 501(c)(3) non-profit organization that supports educators, parents and community members in helping students in recovery thrive in the fullness of everyday life.

TransformingYouthRecovery.org

GORDIE STORE

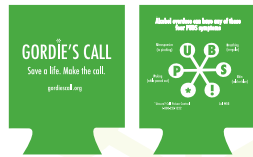


HAZE: The Movie (DVD)

A powerful documentary addressing alcohol abuse and hazing on college campuses

Purchase includes the detailed HAZE Facilitator Guide, Public Performance License, and the rights to make up to ten DVD copies per campus/organization.

Full-Length version (81 minutes): \$500
Abridged version (36 minutes): \$300



GORDIEkoozie

Insulating foam sleeve with the signs of alcohol overdose (PUBS) • **\$1.50 each**



GORDIEday T-shirts

100% cotton white crew-neck t-shirt, adult size S-XXL. Great for peer educators or give-aways! • **\$10.00 each**



GORDIEposters

These items can be customized for your school or organization!

Six different 11" x 17" educational poster designs displaying evidence-informed graphics on blood alcohol concentration (BAC) and standard drink conversion • **\$1.50 each**



GORDIEmagnets

4" x 4" magnets displaying the signs of alcohol overdose (PUBS) • **\$0.75 each**



GORDIEcheck BAC cards

This item can be customized!

Evidence-informed laminated 8-panel wallet card that provides blood alcohol concentration (BAC) charts for men and women as well as a standard drink conversion chart, the signs of alcohol overdose, and tips for a lower BAC • *Standard or Student-Athlete versions available.* • **\$25 per 50**



GORDIEbrochure (PDF)

This item can be customized with your logo!

Available in PDF only, for you to print yourself! Safer drinking guidelines brochure with tips on how to avoid alcohol overdose • **Free**



GORDIEclings

This item can be customized!

Vinyl static mirror cling (no adhesive!) in 3" x 5" or 4" x 6" sizes, displaying the signs of alcohol overdose (PUBS)

\$11/pack of 25 (3" x 5") • \$13/pack of 25 (4" x 6")

CUSTOMIZE ITEMS!

The Gordie Center is happy to customize GORDIEstore items on this page to feature your institution's logo! Please contact us at (434) 982-0703 to discuss prices for customizing, or send us an email at gordiecenter@virginia.edu to get a quote!



GIVE A GIFT THAT HELPS SAVE LIVES

Gordie Center recognition cards are a perfect way to honor the special people in your life and to make a gift to the Gordie Center at the same time. We offer three recognition card options for your donations to the Gordie Center: "In Honor Of," "In Memory Of," and "Holiday Gift." When you designate your gift in any of these three categories, **the Gordie Center will send the recipient(s) of your choice a beautiful card** (with the Gordie collage image shown here) acknowledging your gift. The cards briefly explain that you made a donation to the Gordie Center in honor of the recipient, in memory of someone, or as a holiday gift. To make a Donation or Holiday gift, please return the enclosed envelope or visit our online giving site at <http://giving.virginia.edu/gordiecenter>.





The Gordie Center for Substance Abuse Prevention
PO Box 800139
Charlottesville, VA 22908-0139

STAY CONNECTED

www.gordie.org

TEL: 434-982-0703 • E-MAIL: GordieCenter@virginia.edu

SUPPORT: <http://giving.virginia.edu/gordiecenter>

www.facebook.com/GordieFoundation



@GordieCenter



Gordie Center for Substance Abuse Prevention



thegordiecenter

